

DONNA PETERSEN

Soloist



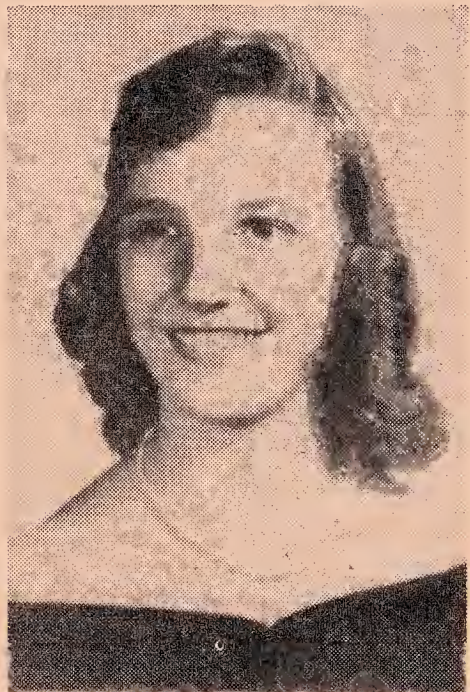
PEGGY BEUSTER

Queen



CAROLYN LARSON

"Svea"



DOREEN GUSTAFSON

"Columbia"

Midsummer Festival and Ball

SWEDISH-AMERICAN PATRIOTIC LEAGUE'S SIXTY-FIFTH ANNUAL OBSERVANCE
SCOTTISH RITE AUDITORIUM — SAN FRANCISCO

Saturday, June 20, 1959 ❖ Program 6:30 P.M.

Read . . .

“VESTKUSTEN”

for radio reports from Sweden and
for important American news.

Only \$4.00 per year. **Subscribe Now!**

HUGO OLSSON, Publisher

253 Church St.

San Francisco

Midsummer Greetings

from

Carl W. Svenson

Corner Seventh Avenue and Clement
San Francisco

Skyline 2-4455

Midsummer Greetings

from

MRS. RENO F. ANDERSON

CHARLES A. ANDERSON

Compliments of

PERSON & WIK Inc.

**MASONRY AND GRANITE
CONTRACTORS**

1025 INDUSTRIAL WAY

BURLINGAME

Phone: Diamond 2-5256

TILL SVERIGE

VIA PANAMAKANALEN OCH ANTWERPEN MED

★ **JOHNSON LINE** ★

Nya snabba passagerar-
och lastfartyg avgå från
San Francisco:

M / S SEATTLE
M / S CANADA
M / S LIONS GATE
M / S GOLDEN GATE
M / S CALIFORNIA
M / S PORTLAND
M / S SILVER GATE
M / S LOS ANGELES



GRACE LINE INC.

General Agents North America

2 Pine Street, San Francisco 11 — Tel.: SUTTER 1-3300

Program



Chairman of the Day

Mr. Carl W. Svenson

President S. A. P. L. San Francisco

Vice Chairman of the Day

Mr. Charles Lindblad

Acting President S. A. P. L. Oakland

Marshal of Parade

Mr. John Johanson

Maids of Honor

Dorothy Anderson, Susan Beuster, Vivian Carlson, Nancy Coggins, Karen Dietz, Barbro Ek, Donna Mae Esilius, Leonora Hansen, Donna Lyn Holm, Tina Johnson, Bernella Levin, Anita Lindblad, Anita March, Ingrid Nelson, Kristine Nelson, Tina Nordgren, Laurie Norman, Nikki Oberg, Idaline Peterson, Rita Roberts, Sally Strom Joane Westermark.

Crown Bearer

Sandra Duchaine

RANCHO CANADA TRACT OFFICE

NILS E. JOHNSON

Real Estate and Insurance

HOME BUILDER

421 Raymundo Drive - Woodside, California

ULmar 1-0510



VIKING TRADING COMPANY

Exclusive Representative

Karl Fazer Finnish Confections

Available in down town stores, at Lisa's and Wishing Well

HUGO R. NORBECK, Manager

5555 CLAREMONT AVENUE

Oakland 9

OLympic 3-2409

Welcome to

SVEADAL

the beautiful Swedish Recreation Home in Uvas Canyon. You will be delighted to spend your vacation or weekends here in beautiful surroundings. Good food and clean rooms and cabins at reasonable rates.

Delicious SCANDINAVIAN COOKING



Tennis Tournaments, July 4—5
Anniversary Week-end, July 18—19
Swimming Races, September 6

MIDSUMMER GREETINGS



THE SWEDISH SINGING SOCIETY OF SAN FRANCISCO

Swedish American Hall,
2174 Market Street, San Francisco
Meets alternate Wednesdays in
San Francisco and Oakland

New members welcome

Eskil Hoberg, President
Gustav Andree, Secretary

SAY IT WITH FLOWERS . . .

PICETTI

Florist

2193 Market Street
at 15th Street, San Francisco

Phone: UNderhill 3-6328

Funeral Designs a Specialty

Rudy

Plankstrykare De Luxe

ESTABLISHED 1929

2268 - 15th STREET

Residence: HEmlock 1-6174

Arvid Soderman Gus Nelson

SODERMAN & NELSON Watchmakers & Jewelers

JEWELRY AND SILVERWARE
DIAMONDS - WATCHES

Makers of the Queen's and Officers' Jewels

Room 700 - 140 Geary Street

Phone: EXbrook 2-7359

C o m p l i m e n t s

of



EXbrook 7-0779

412 Post Street San Francisco

Program



Welcome

Carl W. Svenson, President

"Modersmålets sång".....Högfors

"Gärdebylåten".....arr. by Hahn

SWEDISH SINGING SOCIETY and
SVEA GLEE CLUB

Theodore Gorbacheff, Director

PROCESSION:

"Kungl. Södermanlands Regimentes
Marsch"

Marshal, Officers, Flag Bearers,
Costume Group, Midsummer
Children, Maids of Honor, Co-
lumbia, Svea, Crown Bearer
Midsummer Queen.

Flag Salute to the Queen

FYLGIA FLAG BEARERS

Raising of the Flag on the Maypole

JOHN O. PETERSON

"Star Spangled Banner".....In Unison

SWEDISH BAKERY IN BERKELEY

STANLEY J. TYSON

JOHN G. TRIEBE

Proprietors

2510 - 12 San Pablo Ave. TH. 5-6040

Large assortment of Swedish bread
and cakes: Limpor, skorpor, knäcke-
bröd, wienerbröd, coffee bread,
cookies. Wholesale and retail.

WEDDING AND SHEET CAKES
OUR SPECIALTY

Service with a smile

Program



Crowning of the Midsummer Queen
CARL W. SVENSON

“Sångarhyllning”-----Male Chorus

Introduction of Maids of Honor

FRED NICHELINI

Presentation of Columbia
CHARLES LINDBLAD

Presentation of Svea
GEORGE FRYKBERG

“Mockin’ Bird Hill”.....Horton
 “I sommarens soliga dagar”.....
Gammal Marschmelodi
 MIDSUMMER CHILDREN

Under direction of Anna Svenson
Ruby Janson, accompanist

Festival Speaker
HON. MANNE LINDHOLM
Consul General of Sweden

Midsummer Greetings

from

Sebjorn and Elizabeth Godoen

LISA'S

SCANDINAVIAN GIFTS

471 Castro Street

SAN FRANCISCO 14

HEmlock 1-2007

Compliments of

FYLGIA LODGE No. 119

Vasa Order of America



For protection in sickness or distress, for sociability and companionship join the FYLGIA LODGE.

Meets 2nd and 4th Tuesday at the Swedish American Hall, 2174 Market Street, San Francisco.

The **Flagbearers** here this evening are members of Fylgia Drill Team, organized 45 years ago.

John A. Westermarck	John O. Peterson
<i>President</i>	<i>Secretary</i>

Be on time
in '59

SWEDISH LADIES SOCIETY
JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization
Meetings first Tuesday every month at
Jenny Lind Hall

President, Ellen L. Nelson KEllog 3-1690
Secretary, Ruby Nichelini OLympic 2-6217

Midsummer Greetings from

TEGNÉR LODGE No. 149 V.O.A.

Meets first and third Wednesdays 8 P.M.
Jenny Lind Hall
2267 Telegraph Ave., Oakland

Charles Lindblad, Chairman
Ida Bergstrom, Secretary



The Golden Gate District Lodges,

through the medium of this program book, wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of the sixteen Local Lodges in San Francisco, Oakland, Berkeley, Richmond, Petaluma, Eureka, San Jose, San Mateo, Palo Alto, Concord, Stockton, Modesto, Kingsburg, Sacramento, and Turlock, extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

Elizabeth Nordgren	Ellen Fagerlind
District Master	District Secretary

SWEDISH LADIES SOCIETY OF SAN FRANCISCO

2174 Market St.

Invites Women of Swedish Birth
or Extraction into Membership.
Meetings every 2nd and 4th Thursday.
LIBERAL SICK BENEFIT

Alma Swanson, President

THE SWEDISH SOCIETY OF SAN FRANCISCO

Meets in its own Hall Building
2174 MARKET STREET

every 2nd and 4th Thursday

**The Oldest Swedish Sick Benefit
Society on the Coast** **Founded in 1875**

Free Club Room and Library
Initiation Fee \$5.00

Social Membership now available

Halls and Banquet Rooms to rent

See superintendent on premises
HEMlock 1 - 9210

Program



"Tonerna" Sjöberg
"Sweet Voice That I Adore"....Rossini
from "Barber of Seville"

DONNA PETERSEN, Mezzo Soprano
Evelyn Ramberg Olsson, at the piano

Summer Fashions

From the Palace of the Legion of
Honor's current showing of
"Swedish Textiles Today".

Fryksdalspoliska
Varsoviennne

VASA DANCE CLUB
Dorothy Wiles, Director
Lawrence Bryggman, Accordionist

"The Full House Five"
"We're Grateful"

The Full House Five Plus One
Dorothy Atwood at the piano

FINALE:

"Du gamla, du fria".....In unison
"America".....In unison

Dancing to music of
Ray Lundgren and His Merry Makers

Margaret Brandson
President

Jack D. Rowley
Vice President

LEIF ERIKSON LEAGUE OF SAN FRANCISCO

is planning two festivities this Fall

Saturday evening, Oct. 3rd, 1959

Sunday, Oct. 11th, 2.30 p.m., 1959

Golden Gate Band Concourse

C. J. Moquin
Asst. Secretary

Magnhild Kamp
Treasurer

*Wishing you a
Happy Midsummer*

Stanley E. Gustavson

**RUSS BUILDING
SAN FRANCISCO**

Anton Carlson & Son
Painting and Decorating

Phone VAleucia 4 - 8088
3619 Twenty-fifth Street, San Francisco

ENGDAHL'S

PAINTS — WALLPAPER
UNFINISHED FURNITURE
FREE DELIVERY

870 VALENCIA ST. MISSION 8-6643

Midsummer Greetings

Utile Dulci Club

J. H. WILEY

The Furniture Man

2080-98 MARKET STREET
At 14th and Church Streets
Phone UNDERhill 1 - 5102

FRANK JOHNSON, Manager

*Theresa's
Flower Studio*

2036 TARAVAL AT 31st AVENUE
SAN FRANCISCO

LOmbard 4-7356

Flowers — Gifts — Accessories

*Wishing You a
Happy Midsummer*

NOOMI HAGGE, M. D.

2000 VAN NESS AVENUE
San Francisco

Dr. John E. Paulson

PHYSICIAN and SURGEON

(Läkare för Svenska Damsällskapet,
Stjärnan av Finland, Runebergorden)

Timmar: 2—4 och 7—8. Söndagar enligt
överenskommelse

3402—26th Street, hörnet av Mission
VAleucia 4-1235; Emergency WEST 1-1400
Residence JUNiper 7-2828

**VIKING
TRADING
CO.**



5555 Claremont Avenue Oakland, Calif.

West Coast representative of C. G. Hallberg's Guldsmids A. B. of Stockholm, silver and stainless steel holloware; and Jernbolaget of Eskilstuna, Crown and Anchor brand cutlery.

Their high quality products are available in leading stores throughout the Pacific Coast.

We will be pleased to receive your call for further information.

Signe Ohlfeldt and Britta Sanders

welcome you to . . .

SigBritt's Restaurant

245 CHURCH STREET (near Market)

Phone: UNDERHILL 3-9953

Open daily 6:45 a.m. to 8:30 p.m.

Closed Saturdays, Sundays and Holidays

"Eftermiddagskaffe"

Breakfast — Lunch — Dinner — Snacks



PRIVATE ROOM FOR PARTIES

STROM & SMITH

ELECTRICAL CONTRACTORS

LIGHTING FIXTURES
and THERMADOR ELECTRIC
BUILT-IN RANGES



1077 VALENCIA STREET

Misslon 7-8750

Compliments of

Richard E. Horberg

Lincoln G. Holmgren

Robert H. Peterson

Trinity Realty, Inc.

765 Monterey Blvd.

San Francisco

JUniper 6-7400

CAFE DU NORD

DET SVENSKA KAFEET
I SVENSKA HALLBYGGNADEN

2170 Market Street, San Francisco

serverar bästa slags öl, viner, vid bar eller
småbord. Kronbrännvin, Akvavit, Svensk
Pressylta. Sillfrukost serveras söndagar
10 f.m. till 2 e.m. Tel. Market 1-9319

VÄLKOMNA

STRÖM & NICHOLSON, Ägare

Swedish Ladies Relief Society of Alameda County

meets the second Tuesday of each month at
Jenny Lind Hall, 2267 Telegraph Avenue,
Oakland.

Refreshments and cards for non-members
at 12 Noon.

Mrs. Hilma Freeberg, Pres., NEptune 8-1951

Mrs. Ruth Berglund, Sec., Glencourt 1-4447

Midsummer Greetings from

THE SWEDISH SOCIETY OF OAKLAND

Meets 2nd and 4th Tuesday at
Jenny Lind Hall, 2267 Telegraph Ave.

SID HERMANSON, President

GUS NELSON, Secretary

A TRAINED STAFF
TO RENDER YOU PERSONAL SERVICE

**Frank O.
RENSTROM**

Insurance **REAL ESTATE** Loans
LICENSED BROKER

2182 Market St. Notary Public HE. 1-0300

SWEDISH RELIEF SOCIETY

meets the first Monday of each month
at Swedish American Hall, 12:30 p.m.
2174 Market Street, San Francisco.
Refreshments and Cards after every
meeting. Dues \$3.00 per year.

Mrs. Sven H. Svenson
President

SKANDINAVISKA DELIKATESSER
i Parti och Minut

SCANDIA FINER FOODS CO

27—29 Drumm St., San Francisco

Telephone EXbrook 2-7745

LINDE'S MARKET



2200—15th Street, Hörnet av Noe St.

**ENDA SVENSKA KÖTTAFFÄR
I SAN FRANCISCO**

Importerade svenska Konserver på lager

Underhill 1 - 5912